Max Lugavere

Max Lugavere (born May 28, 1982) is an American author who has written about diet and brain health.[2] He promotes diets that contain high amounts of animal source foods and has claimed that veganism increases risk of dementia.[3][4] Lugavere's views about supplements to "supercharge" the brain are not supported by scientific evidence.[1]

Career

From 2005 to 2011, Lugavere was a presenter on Current TV, an independent cable network. He co-hosted the show *Max and Jason: Still Up* with Jason Silva,[5] where they featured a wide range of current events and stories ranging from illegal immigration to counterfeit IDs.

In 2013, Lugavere created Tribeca Enterprises' first-ever original series, *Acting Disruptive*, debuting on AOL.[6]

Max Lugavere	
Lugavere in 2022	
Born	28 May 1982 New York City
Occupation(s)	Health and wellness writer
Known for	Fringe dietary claims, opposition to veganism[1]

Genius Foods

Lugavere promotes a low-carbohydrate diet of grass-fed beef, free-range chicken and pasture-raised or omega-3 enriched eggs with low-carbohydrate fibrous vegetables, extra virgin olive oil and salt.[2][7] In May 2018, Lugavere and Paul Grewal co-authored the book *Genius Foods* which discusses the link between diet and brain health.[8]

In 2018, Jonathan Jarry of McGill University's Office for Science and Society analysed Lugavere's health-related claims in his book, *Genius Foods,* and podcast, and concluded that Lugavere lacked the credentials to accurately interpret the scientific literature used to substantiate his health claims, and acknowledged Lugavere's business ambitions.[1] Jarry noted that "Lugavere appears like a proponent of common-sense solutions to ill health—better nutrition, exercise and sleep—but it's only when you start to trust him that he reveals himself to be a naive believer in anything that has a study behind it. His book has received endorsements from people like Dr. Oz and functional medicine proponent Mark Hyman, and this company is telling."[1]

Little Empty Boxes

Lugavere is the co-director of *Little Empty Boxes*, a documentary released in April 2024 which chronicles his mother's struggle with dementia and also explores fringe ideas about nutrition.[4] The documentary features Mark Hyman, Nina Teicholz and Steven Gundry all of whom have been described as promoting "fad diets with dubious scientific backing" and the latter "unfounded theories against mRNA vaccines".[4] The documentary argues that breakfast cereal, refined flour and sugar are mind killers and that plant-based diets deny necessary fats that the brain needs.[9] It was negatively reviewed by critics.[4][9] Alex Rudolph of *Movie Jawn* commented that the documentary lacked empathy for Lugavere's mother and concluded "I felt like I had watched somebody use their loved one's death to sell supplements".[9]

Opposition to veganism

Lugavere promotes a high-fat, meat-heavy diet and has been described as spending his time on social media complaining about "vegan propaganda".[4] Lugavere has blamed plant-based and vegan diets for increasing risk of dementia and mental health problems.[3] He has argued that eggs have been "unfairly demonised" by governments, despite containing choline which he says has been linked to lower dementia risk. Lugavere also recommends regular consumption of red meat for mental health.[3]

Selected publications

- *Genius Foods: Become Smarter, Happier, and More Productive While Protecting Your Brain for Life* (HarperWave, 2018)
- *Genius Kitchen: Over 100 Easy and Delicious Recipes to Make Your Brain Sharp, Body Strong, and Taste Buds Happy* (Harper, 2022)

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External links

- Official website (http://www.maxlugavere.com)